The Entrepreneurial Learning Initiative is a global thought leader dedicated to expanding human potential through entrepreneurial mindset education.

ELI partners with education, government, profit and nonprofit organizations around the world to empower their constituents with an entrepreneurial mindset.

- Keynote & Professional Development
- Facilitator Training
- Curriculum
- Thought Leadership
1 Research & Rationale
2 Programs Overview
3 How Students Learn
4 Use Cases & Program Impact
5 Next Steps
87%

Source: Gallup
Actively Disengaged: 24%
Not Engaged: 63%
Engaged: 13%

Source: Gallup
Student Engagement Cliff

Source: Gallup
16th

Source: American Association for Community Colleges
Employers Demand Entrepreneurial Workforce

77% of employers report that soft skills, such as communication, problem solving, teamwork and self-motivation, are as important as technical skills.

Source: CareerBuilder National Survey
21st-Century Skills

Foundational Literacies
How students apply core skills to everyday tasks
1. Literacy
2. Numeracy
3. Scientific literacy
4. ICT literacy
5. Financial literacy
6. Cultural and civic literacy

Competencies
How students approach complex challenges
7. Critical thinking/problem-solving
8. Creativity
9. Communication
10. Collaboration

Character Qualities
How students approach their changing environment
11. Curiosity
12. Initiative
13. Persistence/grit
14. Adaptability
15. Leadership
16. Social and cultural awareness

Source: World Economic Forum
The world is rapidly changing
65% of children entering primary school today will ultimately end up working in completely new job types that don’t yet exist.

G.P.A.’s are worthless as a criteria for hiring.

- Laszlo Bock, SVP People Operations, Google
How do we engage individuals to *thrive* in an increasingly complex and highly uncertain world?
Entrepreneurship is an essential life skill that every student will need to survive in the 21st Century.
The need to encourage and support entrepreneurial activities at all levels of our society...
Net New Job Growth

Source: Kauffman Foundation
“It is not enough to add entrepreneurship on the perimeter; it needs to be at the core of the way education operates.”
**Person:** The underlying motivation - the beliefs, assumptions, and psychological factors that drive entrepreneurial behavior.

**Process:** The processes and methods that enable entrepreneurs to identify, evaluate, and transform ideas into mutually beneficial, sustainable endeavors.

**Situation:** The social, environmental, and situational factors that encourage or inhibit the development of entrepreneurial attitudes, behaviors, and skills.
**Person:** The underlying motivation - the beliefs, assumptions, and psychological factors that drive entrepreneurial behavior.

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**Situation:** The social, environmental, and situational factors that encourage or inhibit the development of entrepreneurial attitudes, behaviors, and skills.
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actively Disengaged</td>
<td>24%</td>
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<td>Engaged</td>
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</tbody>
</table>

Source: Gallup
mind-set, n
the underlying beliefs and assumptions that influence behavior
Visible Artifacts

Espoused Values

Underlying Beliefs & Assumptions

Source: Adapted from Edgar Schein
**Person:** The underlying motivation - the beliefs, assumptions, and psychological factors that drive entrepreneurial behavior.

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Source: Adapted from George Land
<table>
<thead>
<tr>
<th>Search</th>
<th>Growth</th>
<th>Obsolescence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observation</td>
<td>Management</td>
<td>Large scale</td>
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<tr>
<td>Inquiry</td>
<td>Replication</td>
<td>Innovation</td>
</tr>
<tr>
<td>Empathy</td>
<td>Process</td>
<td>Acquisitions</td>
</tr>
<tr>
<td>Curiosity</td>
<td>Procedures</td>
<td>Visible market</td>
</tr>
<tr>
<td>Experimentation</td>
<td>Efficiency</td>
<td>Formal Research</td>
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<tr>
<td>Adaptation</td>
<td>Marketing</td>
<td>In-depth analysis</td>
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<tr>
<td>Creativity</td>
<td>Sales</td>
<td>Careful planning</td>
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<tr>
<td>Problem solving</td>
<td>Scalability</td>
<td>Financial projections</td>
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<tr>
<td>Critical thinking</td>
<td>Improvement</td>
<td>Known brand</td>
</tr>
<tr>
<td>Networking</td>
<td>Specialization</td>
<td>Known customer</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Consistency</td>
<td>Established channels</td>
</tr>
<tr>
<td>Communication</td>
<td>Formulaic</td>
<td>Experienced managers</td>
</tr>
<tr>
<td>Reliability</td>
<td>Commitment</td>
<td>Execute as planned</td>
</tr>
<tr>
<td>Resourcefulness</td>
<td>Resilience</td>
<td></td>
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<tr>
<td>Commitment</td>
<td></td>
<td></td>
</tr>
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</tbody>
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Entrepreneurship is SEARCH
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**Process:** The processes and methods that enable entrepreneurs to identify, evaluate, and transform ideas into mutually beneficial, sustainable endeavors.

**Situation:** The social, environmental, and situational factors that encourage or inhibit the development of entrepreneurial attitudes, behaviors, and skills.
In the past, we created innovators and entrepreneurs by accident rather than by design.

~ Dr. Tony Wagner, Expert In Residence
Harvard’s Innovation Lab
1. Research & Rationale
2. Programs Overview
3. How Students Learn
4. Use Cases & Program Impact
5. Next Steps
An entrepreneurial mindset can empower ordinary people to accomplish extraordinary things.
Eight Core Concepts

<table>
<thead>
<tr>
<th>Creating Wealth</th>
<th>Building Your Brand</th>
<th>Creating Community</th>
<th>The Power of Persistence</th>
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<tbody>
<tr>
<td>Recognizing Opportunities</td>
<td>Ideas Into Action</td>
<td>Pursuit of Knowledge</td>
<td></td>
</tr>
</tbody>
</table>

The Power to Choose
<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>SOLUTION</th>
<th>CONNECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Describe the problem you want to solve.</td>
<td>2. Describe the type of people who have this problem.</td>
<td>3. How are they currently solving the problem?</td>
</tr>
<tr>
<td>4. Describe your proposed solution.</td>
<td>5. How will your solution be different?</td>
<td>6. Will people pay for your solution?</td>
</tr>
</tbody>
</table>
Don’t ask kids what they want to be when they grow up, but what problems do they want to solve.

Jaime Casap, Google Global Education
Course Offerings

- Student Success
- Academic Edition
- Small Business Edition
Course Objectives

- Inspire & Engage a Broad Range of Participants
- Focus on the Mindset - Broad Applicability
- Experiential, Problem-Based Approach
- Connect Classroom & Community
- Scalable Solution
Course Elements

- Course Content & Video Case Studies
- Multiple Choice Reviews
- Content Discussions
- Application Assignments
- Peer Workshops & Guest Lectures
- Individual Reflection
Delivery Options

- **Blended Delivery (Flipped Classroom)** combines online learning with face-to-face classroom learning.

- **Online Delivery** enables asynchronous delivery allowing students to participate and interact entirely online.

- **Traditional Classroom Delivery** allows students to view online materials in the classroom via facilitator’s license.
ICE HOUSE ENTREPRENEURSHIP PROGRAM
Academic Edition
Welcome to the Ice House Entrepreneurship Program. Please download the welcome pdf for specific instructions about the course requirements, elements, and contacts for assistance. Enjoy the course!

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Introduction

- Who Owns the Ice House? - Book Introduction
- IHEP Introduction Video
- Introduction - Multiple Choice Assessment
- Introduction - Student-Generated Discussion
- Introduction - Reflection Assignment
- IceHouseOpportunityDiscoveryCanvas.pdf
Lesson 1 - The Power to Choose - Video

3. Locus of Control

- Things we can't control
- Things we can

The Ice House Entrepreneurship Program

the entrepreneurial learning initiative
Lesson 1 - The Power to Choose - Video

1. Influence

Palwasha Siddiqi
Immigrant entrepreneur

The Ice House Entrepreneurship Program
ICE HOUSE
STUDENT SUCCESS PROGRAM
AN ENTREPRENEURIAL MINDSET FOR SUCCESS IN COLLEGE ... AND IN LIFE
**Core Concepts**

1. **Choice**
   An entrepreneurial mindset empowers students to be mindful of their choices, choosing the life they want rather than accepting life as it is.

2. **Opportunity**
   An entrepreneurial mindset challenges students to see problems as opportunities, helping them learn to solve problems for others as a viable path toward individual empowerment.

3. **Action**
   An entrepreneurial mindset is action oriented, encouraging students to solve problems through active experimentation and collaboration.

4. **Knowledge**
   An entrepreneurial mindset fosters a self-directed approach to learning that encourages students to seek knowledge, think critically, and develop problem-solving skills.

**Advanced Concepts**

5. **Resourcefulness**
   An entrepreneurial mindset is resourceful, encouraging students to leverage existing resources to find solutions, overcome challenges, and advance their goals.

6. **Reliability**
   An entrepreneurial mindset is self-directed and solution-oriented, and reliability is the key that can expose students to unforeseen opportunities and their own untapped potential.

7. **Community**
   An entrepreneurial mindset understands the importance of creating an intentional community of positive influence, critical guidance, and support.

8. **Persistence**
   Perseverance and determination are the hallmarks of an entrepreneurial mindset that encourages students to persist in the face of challenges, setbacks, and self-doubt.
Introduction

Who Owns the Ice House? - Book Introduction
IHSS Course Introduction
Ice House Entrepreneurs & Students.pdf
Introduction Discussion Question 1
Introduction Discussion Question 2
Introduction Discussion Question 3
Introduction Discussion Question 4
Entrepreneurial Mindset Self-Assessment.pdf

Lesson 1

Who Owns the Ice House - Chapter 1
IHSS Lesson 1
Lesson 1 Multiple Choice Review
Lesson 1 Discussion Question 1
Lesson 1 Discussion Question 2
Lesson 1 Discussion Question 3
Lesson 1 Discussion Question 4
Lesson 1 Discussion Question 5
Lesson 1 Discussion Question 6
Lesson 1 Discussion Question 7
Lesson 1 Application Assignment 1
Lesson 1 Application Assignment 2
Lesson 1 Application Assignment 3
Lesson 1 Application Assignment 4
Student Schedule Template.pdf
Lesson 1 Application Assignment 5
Lesson 1 Application Assignment 6
Exploring Careers Template.pdf
Lesson 1 Reflection Assignment 1
Lesson 1 Reflection Assignment 2
Lesson 1 Reflection Assignment 3
INTRODUCTION

Clifton’s Uncle Cleve was a man of average means who had no particular advantage over anyone else in his small community. He did not come from a wealthy family, nor did he have access to investors or bankers who would fund his dreams. He had no academic or intellectual advantage, yet somehow, despite his circumstances and the limitations that were beyond his control, he was able to prosper and thrive.

What was it that set him apart? How was he able to recognize opportunities where others could not? How was he able to overcome the obstacles to find the resources necessary to succeed? The ability to choose the way we respond to our circumstances is perhaps the greatest power we have. It is a power that Uncle Cleve clearly demonstrated throughout his life. Yet, it is a power that many don’t realize they have or that they don’t exercise.

Lesson Objectives

An entrepreneurial mindset empowers us to be mindful of our choices, choosing the life we want rather than accepting life as it is. In Lesson One, we will examine the importance of an internal locus of control and how our mindset influences the critical choices we make in pursuit of our visions.

1. Vision: The Power to Choose: In Module One, we will learn how an entrepreneurial mindset can empower you to choose the life you envision rather than accepting life as it is.

2. Influence: In Module Two, we’ll examine some of the hidden factors that often influence the choices we make—choices that may be limiting our efforts and holding us back.

3. Reacting vs. Responding: In Module Three, we’ll see how an entrepreneurial mindset can empower you to respond rather than react to things that are beyond your control.

4. Locus of Control: In Module Four, we’ll explore the concept of a “locus of control” as an underlying assumption that influences our choices and shapes our mindset.

5. Planning for Success: In Module Five, we’ll discuss how an entrepreneurial mindset can empower you to transform your vision into reality by setting goals and devising success strategies that really work.

6. Focus: In Module Six, we’ll discover how success often happens in the margins and examine how an entrepreneurial mindset can empower you by focusing your day-to-day efforts on the things that matter most.
The Pyramid of a Vision

We can think about the process of creating and executing a vision as a pyramid. Vision is at the top of the pyramid because it directs our actions; it gives us purpose and meaning. The vision is the “why.” Underneath the vision, we have the “how.” How will we make this vision a reality? What is the most effective way to reach our goals? Finally, at the foundation of the pyramid are the daily actions, sometimes mundane, that we must take to achieve our vision.

Vision is a powerful tool that helps us harness our abilities and stay focused on our goals. This is a leadership function. We are thinking about the things that matter most, creating a vision for a future that stirs our imagination, ignites our passion, and inspires us to take action.

This is why vision is at the top of the pyramid.
1. Research & Rationale
2. Programs Overview
3. How Students Learn
4. Use Cases & Program Impact
5. Next Steps
Entrepreneurial Learning

- Experiential
- Problem-Based
- Peer-to-Peer
- Self-Directed
Experiential Learning

EDGAR DALE’S CONE OF EXPERIENCE

People Generally Remember...
(Learning Activities)

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of what they see and hear
- 70% of what they say and write
- 90% of what they do

People Are Able To...
(Learning Outcome)

- Define
- Describe
- List
- Explain
- Demonstrate
- Apply
- Practice
- Analyze
- Define
- Create
- Evaluate

- Read
- Hear
- View Images
- Watch Videos
- Attend Exhibits/Sites
- Watch a Demonstration
- Participate in Hands-On-Workshops
- Design Collaborative Lessons
- Simulate, Model, or Experience a Lesson
- Design/Perform a Presentation - “Do the Real Thing”

Source: (Dale, 1969)
Experiential Learning

1. Concrete Experience
   - Problem Identification

2. Observation & Reflection
   - Problem Observation

3. Abstract Conceptualization
   - Problem Solving

4. Active Experimentation
   - Problem Testing

KOLB'S EXPERIENTIAL LEARNING CYCLE
Problem-Based Learning

✓ Student Centered
✓ Occurs in Small Groups
✓ Teacher as Facilitator
✓ Problems are Introduced Early
✓ Problems Stimulate Problem-Solving Skills
✓ New Knowledge is Obtained
Peer-to-Peer Learning
Peer-to-Peer Learning

Increases knowledge retention by turning passive, note-taking students into active, de facto teachers who explain their ideas to each other.

Source: Lasry, Mazur, & Watkins, 2008
Peer-to-Peer Learning

- Increases Conceptual Learning
- Increases Problem Solving Skills
- More Effective than Traditional Instruction
- Increases Student Engagement
- Reduces Student Attrition

Source: Lasry, Mazur, & Watkins, 2008
Student Attrition

Source: Lasry, Mazur, & Watkins, 2008
Self-Directed Learning

1. Dependent
2. Interested
3. Involved
4. Self-Directed

Source: Gerald Grow
# Self-Directed Learning

<table>
<thead>
<tr>
<th>Stage</th>
<th>Student</th>
<th>Teacher</th>
<th>Examples</th>
<th>Ice House</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dependent</td>
<td>Expert</td>
<td>Lecture</td>
<td>Consume Lesson Content</td>
</tr>
<tr>
<td>2</td>
<td>Interested</td>
<td>Motivator</td>
<td>Inspiring Lecture with Guided Discussion</td>
<td>Video Case Studies, Guided Discussions</td>
</tr>
<tr>
<td>3</td>
<td>Involved</td>
<td>Facilitator</td>
<td>Facilitated Discussion, Collaborative Small Group Work</td>
<td>Application Assignments</td>
</tr>
<tr>
<td>4</td>
<td>Self-directed</td>
<td>Delegator</td>
<td>Self-Directed Group or Individual Work</td>
<td>Opportunity Discovery Process &amp; Reflection Assignments</td>
</tr>
</tbody>
</table>

Source: Gerald Grow
## Entrepreneurial Learning

<table>
<thead>
<tr>
<th>Instruction</th>
<th>Facilitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Expert</td>
<td>Facilitator of Learning</td>
</tr>
<tr>
<td>Leads group of students to acquire new knowledge/skills</td>
<td>Encourages students to learn/achieve as a group</td>
</tr>
<tr>
<td>Telling and teaching, presents information</td>
<td>Encourages discovery, participates as equal</td>
</tr>
<tr>
<td>Provides correct answers</td>
<td>Provides probing questions</td>
</tr>
</tbody>
</table>
Entrepreneurial Learning

Emphasizes *process* over content
The world doesn’t care what you know. What the world cares about is what you can do with what you know.

~ Dr. Tony Wagner, Expert In Residence Harvard’s Innovation Lab
Entrepreneurial Learning

- Increased Motivation
- Increased Engagement
- Improved Self-Confidence
- Drive to Learn
Entrepreneurship is a key 21st century workforce skill and is also linked to higher academic achievement.
1. Research & Rationale
2. Programs Overview
3. How Students Learn
4. Use Cases & Program Impact
5. Next Steps
Use Cases

✓ High Schools
✓ Community Colleges
✓ Four-Year Universities
✓ Economic Development Organizations
✓ Veteran Service Organizations
✓ Small Business Development Centers
✓ Libraries
✓ Correctional Institutes
✓ City Governments
✓ Profit/Nonprofit Organizations
High School
We educate leaders who have an entrepreneurial spirit, a humanistic outlook and are internationally competitive.
College
Academic Applications

• First Year Experience/Student Success
• All Freshmen Common Read
• General Education Requirement
• Intro to Entrepreneurship
• PhD Seminars
Specific Student Populations

Athletes
Scholars
Interdisciplinary Students
Developmental Education
Career & Technical
Liberal Arts
High School/Dual Credit
Academic Probation
100% Course Completion

90% Student Retention

13% Higher Student GPAs (3.0 - 4.0)

Source: EDCC
28%  impact on student persistence (re-enrollment)

14%  impact on college-level success rates

7%  impact on student drop rates in beginning weeks

Source: PPCC
This curriculum needs to be instilled in the way [students’] think...I promise they can go from a 0.9 GPA to a 3.8 GPA as I did.

Ted Phillippi  
Ice House Student  
West Virginia University
Community
UNLEASHING HUMAN POTENTIAL

THE KEY TO OUR CITY'S FUTURE

LEARN MORE
EMPOWERING ORDINARY PEOPLE TO ACCOMPLISH THE EXTRAORDINARY.
Ice House Erie

A mindset is a deeply ingrained set of beliefs and assumptions that influence our decisions and our behavior.
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“It is not enough to add entrepreneurship on the perimeter; it needs to be at the core of the way education operates.”
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FACILITATOR TRAINING
Feb. 15 - 17
the entrepreneurial learning initiative